Recipe for a Healthy Community

Customer Service - Well Done is Better Than Well Said

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Lost at Sea Exercise

- Scenario
- Assignment 1 – 10 minutes
- Assignment 2 – 15 minutes

Lost at Sea Exercise

Official Ranking – US Coast Guard

- Sextant - 15
- Shaving Mirror - 1
- Mosquito netting - 14
- Container of water - 3
- Case of army ration - 4
- Maps of Atlantic Ocean - 13
- Floating seat cushion - 9
- Oils of mixture - 2
- Translator radio - 12
- Opaque plastic sheeting - 5
- Shark repellent - 10
- Bottle of rum - 11
- Nylon rope - 8
- Chocolate Bars - 6
- Fishing kit - 7

1/20/2017
Customer Service

Dear Customer Service,

First of all, you should know I am typing this with my middle finger.

Sincerely,

Community

"Could we extend the annual meeting? I still have a lot of accomplishments to do!"

Community

- Satisfy Customers
- Increase Customer Base
- Prevent Brand Switching
- Address and Solve Problems
- Delight Your Customers
Satisfy Customers

- Who is the customer?
  - Board Member
  - Board of Directors (group)
  - Homeowners

What we should do:

"Kind words can be short and easy to speak, but their echo is loud enough." - Mother Teresa
Satisfy Customers

- What we really feel like:

![Complaints... press button for service]

Satisfy Customers

- Basic steps to achieve satisfaction:
  - Always be kind
  - Listen more than we speak; 2 ears, 1 mouth
  - Repeat issue back to the customer
  - Always give next step
  - Set expectations and boundaries
  - Try to meet or exceed expectations

Satisfy Customers

- What is the reward for good customer service?
  - Generally nothing – Expected to be good
  - More often the absence of something bad
If you do build a great experience, customers tell each other about it. Word of mouth is very powerful.

-Jeff Bezos

- Referrals, Referrals, Referrals
- Referrals work both ways
- Happy customers give great reviews
- Exhibit professionalism

- Internet provides anonymity for bad reviews
- Yelp
- Twitter
- Facebook
Increase Customer Base

The real test of good manners is to be able to put up with bad manners pleasantly.

Prevent Brand Switching

- The unanswered phone call/email
- “No one calls me back”
- Set expectations for follow-up
- Phone call within 24 hours
- Email response within 48 hours
- Periodic updates to the board

Prevent Brand Switching

- Board members talk
- Board members change
- Word travels fast in this industry
Address/Solve Problems

- Avoidance is the death of customer service
  - Tackle the hard stuff first
  - Be the hero, help your colleagues
  - Work as a team
  - Go above the problem
  - Admit mistakes, then correct them

Be helpful
- People think you are hired to handle their issues
- Act helpful
- Collections, litigation example
- Do what you say you will do
Delight Your Customers

"Your most unhappy customers are your greatest source of learning."
Bill Gates

- Learn from every experience
- Be honest
- Give reasons for your customers to spread the good word about you
- Expand your knowledge

- Some people need a little more help than others
Recap

- Satisfy Customers
- Increase Customer Base
- Prevent Brand Switching
- Address and Solve Problems
- Delight Your Customers

Questions?

- Questions?
- Comments?
- Criticisms?
- Funny Stories?
Lost at Sea
An exercise in collaboration and negotiation

Mutual of Omaha Bank RAE Meeting
Phoenix, AZ
January 27, 2014

Presented by SouthData, Inc.
**Scenario**

You have chartered a ship with three friends for the holiday trip of a lifetime to cross the Atlantic Ocean. Because none of you have previous sailing experience you have hired an experienced skipper and a two-person crew. Unfortunately, in mid Atlantic a fierce fire breaks out in the ship’s galley and the skipper and crew have been lost while trying to fight the blaze. Much of your ship is damaged and is slowly sinking. Your location is unclear because vital navigational and radio equipment has been damaged in the fire. Your best estimate is that you are many hundreds of miles from landfall.

**Assignment – Part I – 10 Minutes**

You have salvaged a 4-man rubber life raft and a box of matches. Also you have managed to save 15 items, undamaged and intact after the fire. Your task is to rank them in terms of their importance for your crew, as you wait to be rescued. Place the number 1 by the most important item, the number 2 by the second most important, and so on through to number 15 for the least important.
<table>
<thead>
<tr>
<th>Ranking</th>
<th>Salvaged items</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sextant</td>
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<tr>
<td></td>
<td>Shaving mirror</td>
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<tr>
<td></td>
<td>A quantity of mosquito netting</td>
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<tr>
<td></td>
<td>Container with 25 liters of water</td>
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<tr>
<td></td>
<td>One case of army rations</td>
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<td></td>
<td>Maps of the Atlantic Ocean</td>
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<td>One floating seat cushion</td>
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<td></td>
<td>Small transistor radio</td>
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<td>20 square feet of opaque plastic sheeting</td>
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<tr>
<td></td>
<td>One can shark repellent</td>
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<tr>
<td></td>
<td>Bottle of 160 proof rum</td>
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<tr>
<td></td>
<td>15 feet of nylon rope</td>
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<tr>
<td></td>
<td>2 boxes of chocolate bars</td>
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<td></td>
<td>A fishing kit</td>
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</table>
Assignment – Part II – 15 Minutes

Now that you have been assigned with a team you will work together to perform the same exercise you performed previously alone.

You may assume:

1. The number of survivors is the same as the number on your team
2. You are the actual people in the situation
3. The team has agreed to stick together
4. All items are in good condition
5. There may be only one “final list”

Each member of your group should at least partially agree to the group selections in order to establish a consensus.

Techniques such as averaging, majority-rule voting, trading, etc. are not encouraged. Rather, the preferred process is one of reasoning, sharing of knowledge, logic and persuasion.
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<th>Final Rank</th>
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**Results**

Enter your individual ranking in the column named “My Ranking” and your team ranking in the column named “Team Ranking”.

The variance is the total difference without regard to whether your number is greater than or less than the experts’ ranking.

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<thead>
<tr>
<th>Salvaged items</th>
<th>Team Ranking</th>
<th>My Ranking</th>
<th>Team Variance</th>
<th>My Variance</th>
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**Score**
**Scoring**

0 - 25  Excellent. You and your crew demonstrate great survival skills!

26 - 32  Good. Above average results. Yes, you made it!

33 - 45  Average. It was a struggle, but eventually you hung on long enough to be rescued!

46 - 55  Fair. At least you’re still alive, but only just!

56 - 70  Poor. Sadly not everyone survived to greet the rescue party!

71 - 112 Very poor. Alas, your empty raft is washed ashore weeks after the search was called off.